



U.S. Army 2005 MWR Leisure Needs Survey Results

**AST Livorno
Italy**

BRIEFING OUTLINE

AST Livorno

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

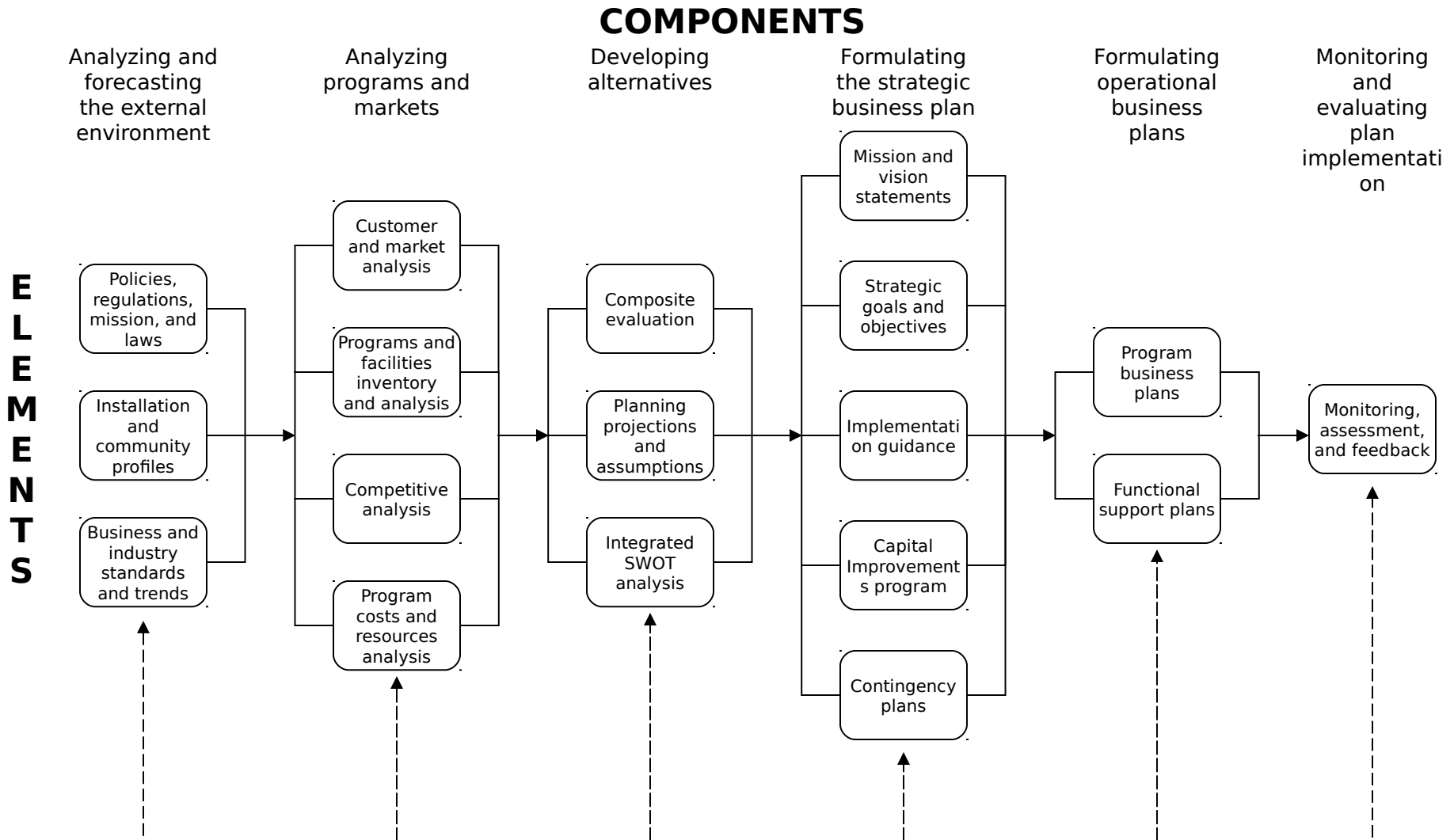
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

AST Livorno

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

AST Livorno

▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 425 surveys were distributed at AST Livorno



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

AST Livorno

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
AST Livorno:					
Active Duty	323	275	48	17.45%	±13.05%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	209	150	26	17.33%	±17.98%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	532	425	74	17.41%	±10.57%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

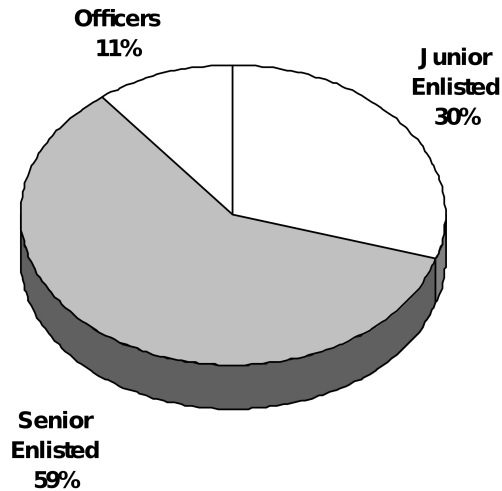
PATRON SAMPLE*

AST Livorno

RESPONDENT POPULATION SEGMENTS

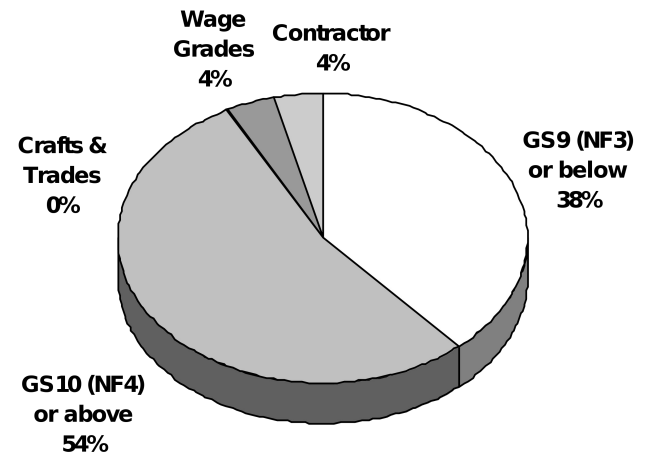
ACTIVE DUTY

(n = 47)



CIVILIANS

(n = 26)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

AST Livorno

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AST LIVORNO

AST Livorno

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	93%
Library	84%
Car Wash	69%
Automotive Skills	60%
Athletic Fields	57%

LEAST FREQUENTLY USED FACILITIES

BOSS	12%
Cabins & Campgrounds	13%
Youth Center	14%
Child Development Center	15%
School Age Services	17%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AST LIVORNO*

AST Livorno

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Athletic Fields	4.38
Library	4.34
Youth Center	4.23
Fitness Center/Gymnasium	4.05
Automotive Skills	3.95

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Bowling Food & Beverage	2.56
School Age Services	2.81
Bowling Center	2.94
Multipurpose Sports/Tennis Courts	3.19
Arts & Crafts Center	3.37

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AST LIVORNO*

AST Livorno

FACILITIES WITH HIGHEST QUALITY RATINGS*

Youth Center	4.53
Athletic Fields	4.22
Library	4.19
Fitness Center/Gymnasium	3.95
Car Wash	3.89

FACILITIES WITH LOWEST QUALITY RATINGS*

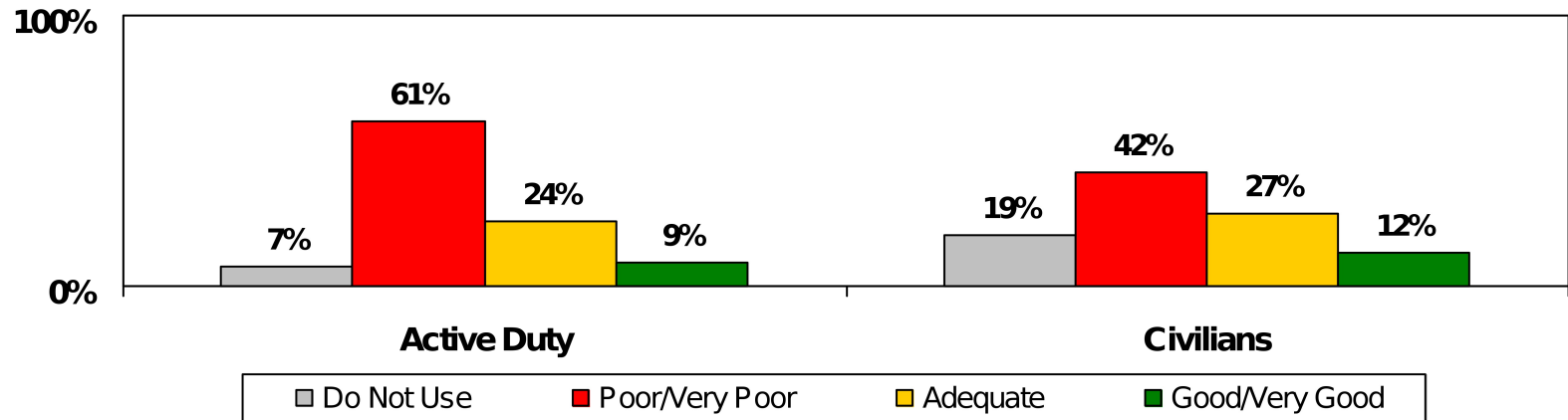
Bowling Food & Beverage	2.90
Multipurpose Sports/Tennis Courts	3.07
School Age Services	3.09
Bowling Center	3.12
BOSS	3.15

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

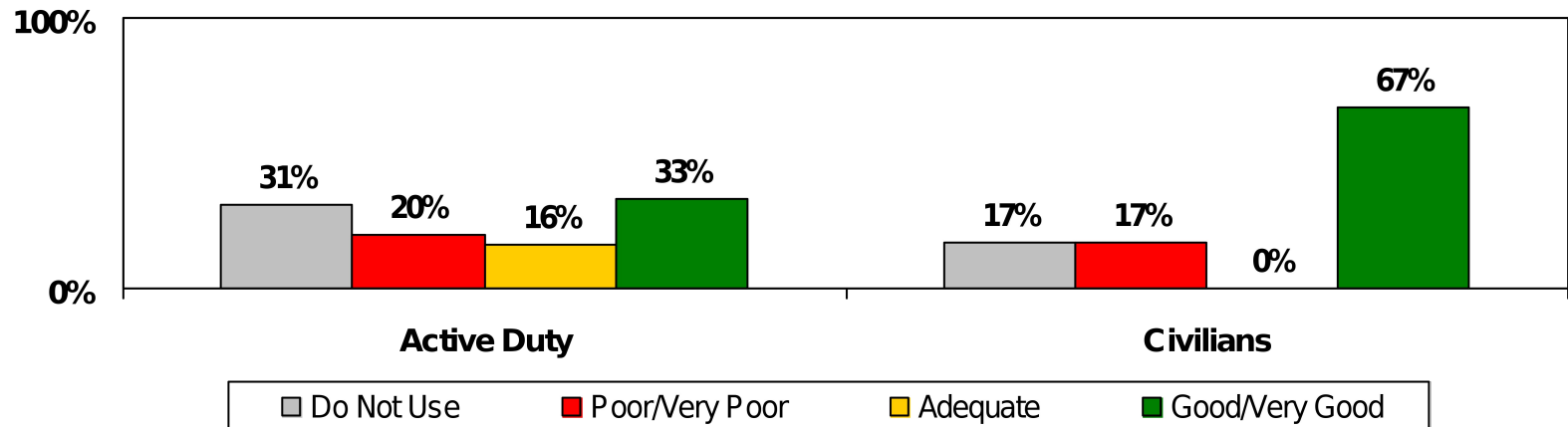
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

AST Livorno

Quality of On-Post Services



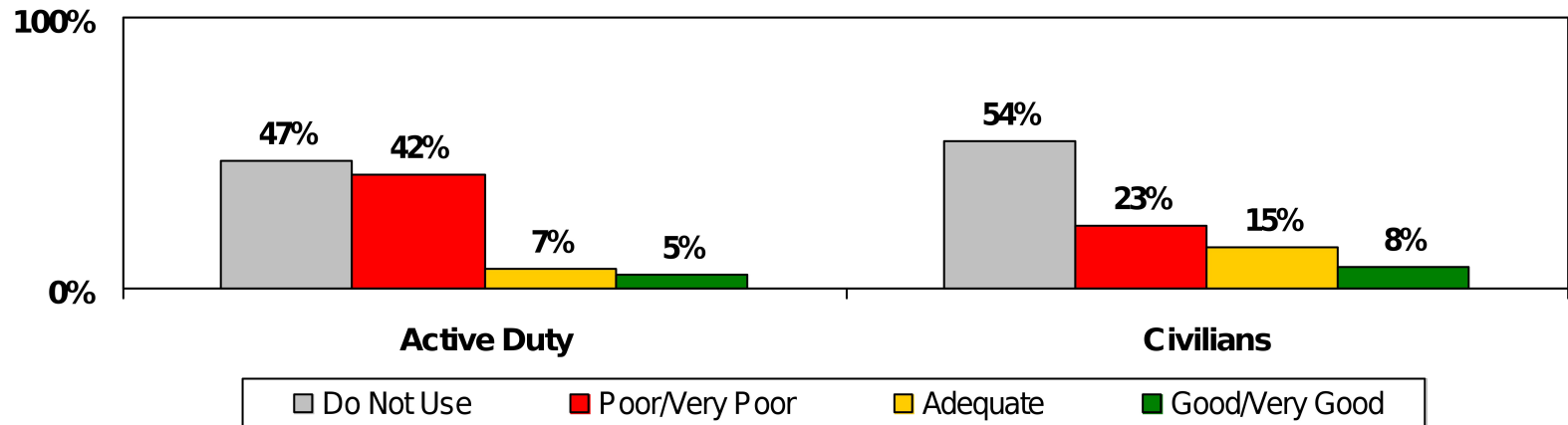
Quality of Off-Post Services



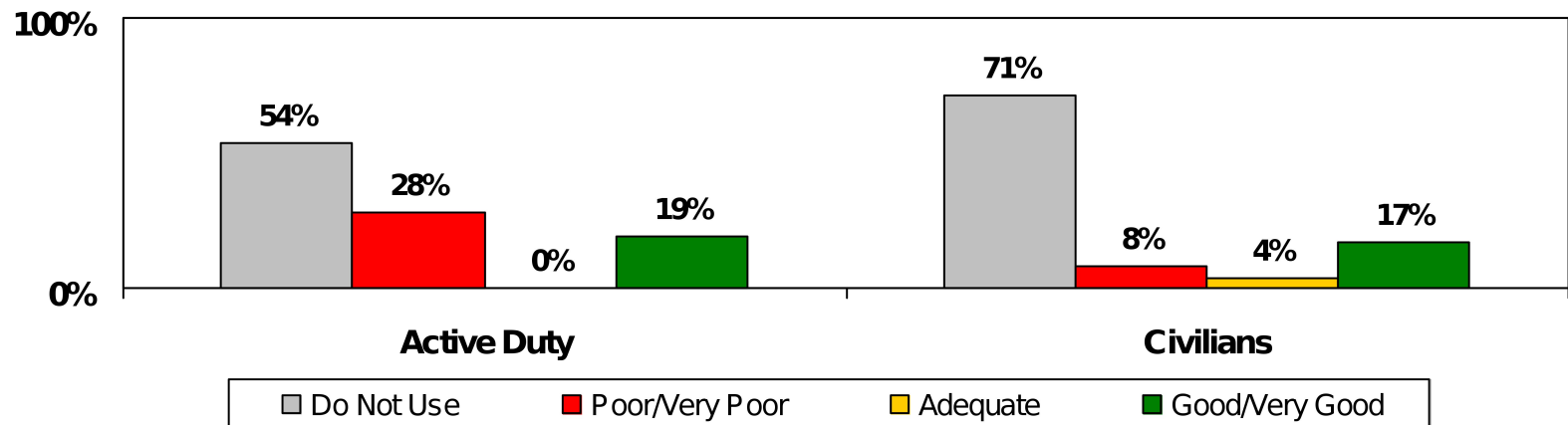
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

AST Livorno

Quality of On-Post Services



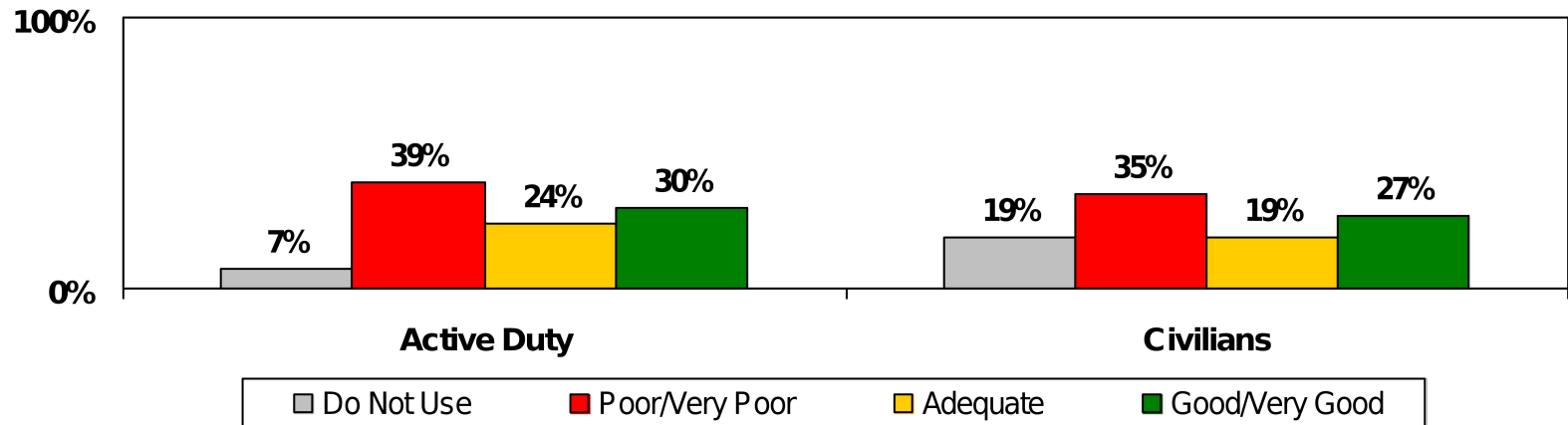
Quality of Off-Post Services



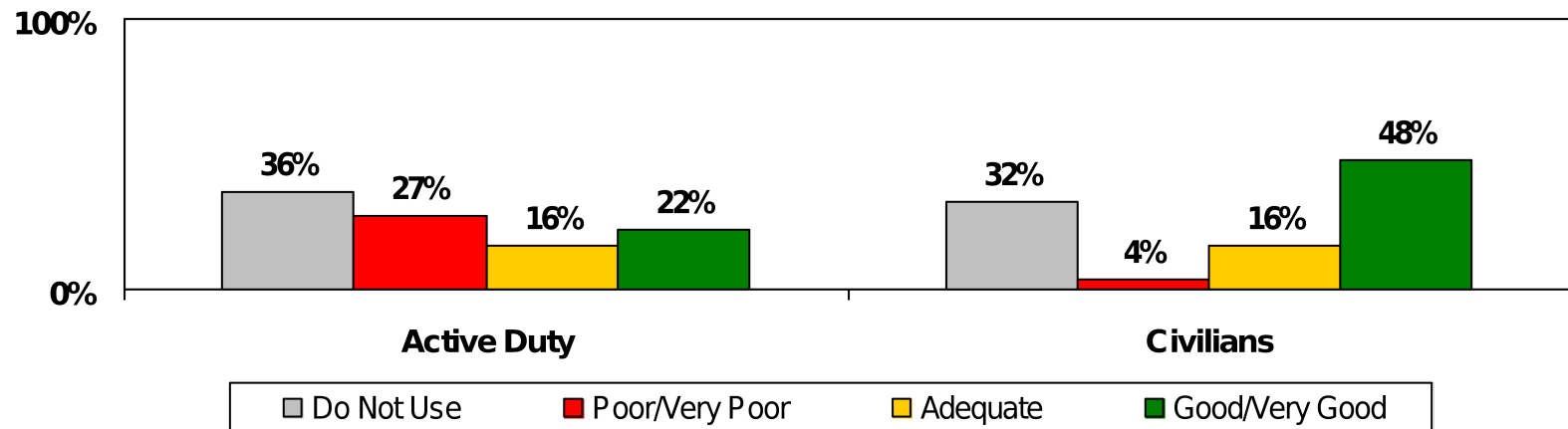
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

AST Livorno

Quality of On-Post Services

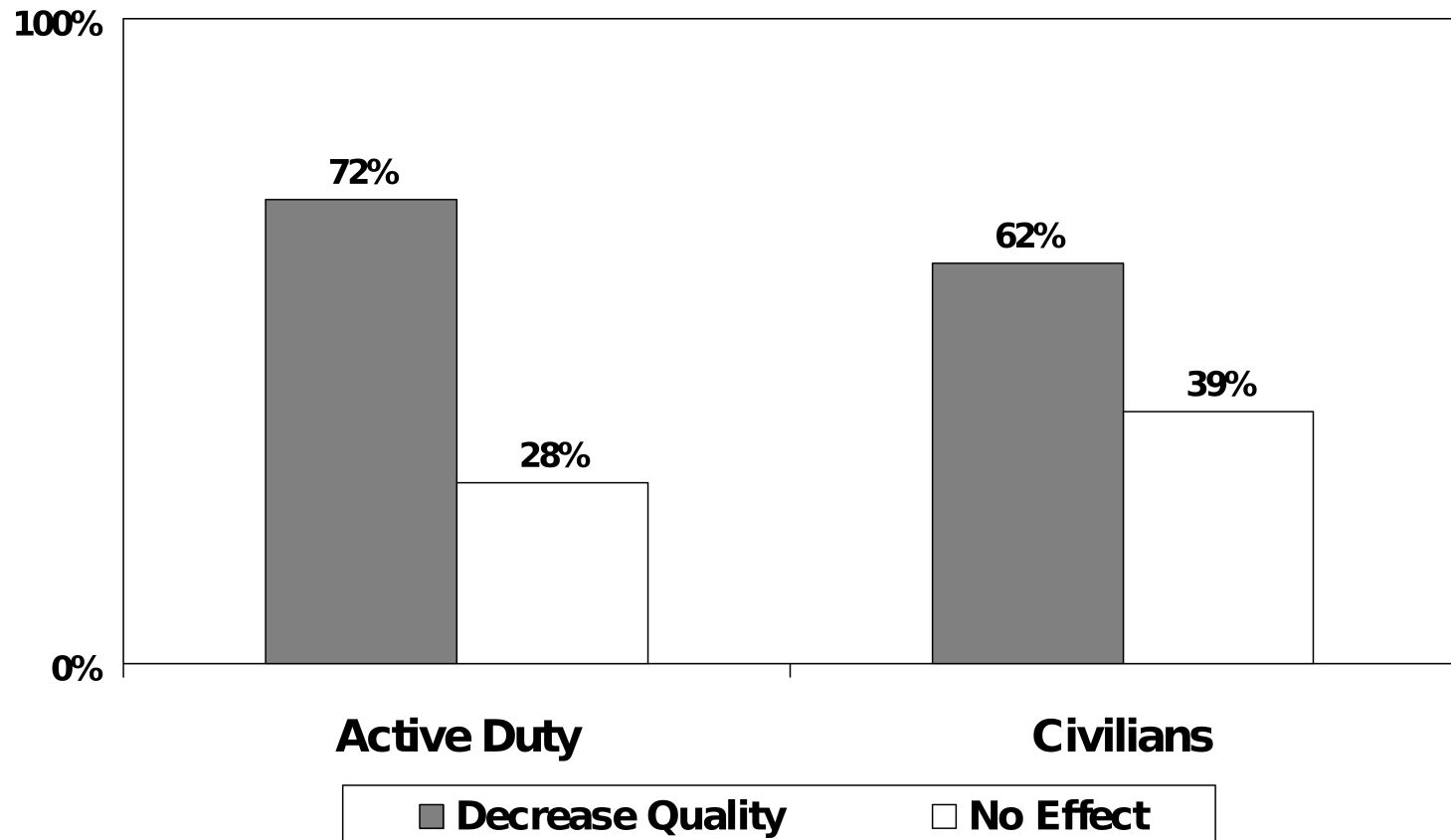


Quality of Off-Post Services



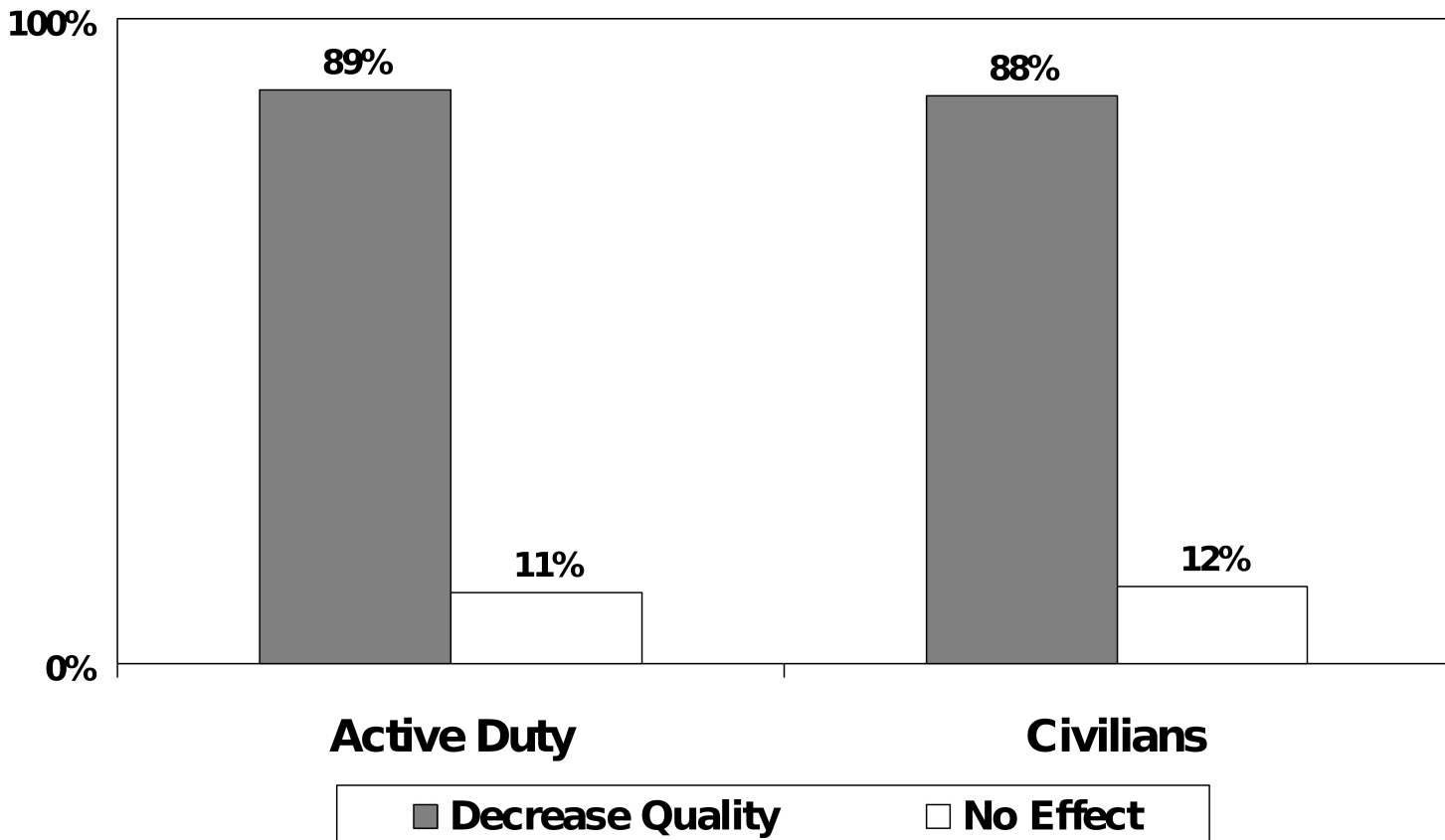
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

AST Livorno



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

AST Livorno



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

AST Livorno

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	87%
Library	73%
Athletic Fields	57%
Army Lodging	56%
Automotive Skills	56%
Child Development Center	50%
Youth Center	50%

RV Park	80%
Golf Course Pro Shop	79%
Golf Course	72%
Golf Course Center Food & Beverage	71%
Bowling Pro Shop	62%
Arts & Crafts Center	59%
Cabins & Campgrounds	39%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

AST Livorno

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	9%	19%	13%
E-mail	28%	27%	28%
Friends and neighbors	35%	50%	41%
Family Readiness Groups (FRGs)	4%	0%	3%
Bulletin boards on post	52%	62%	56%
Post newspaper	17%	38%	26%
MWR publications	28%	69%	45%
Radio	28%	27%	28%
Television	33%	19%	27%
My child(ren) let(s) me know	4%	4%	4%
Other unit members or co-workers	33%	46%	38%
Unit or post commander or supervisor	17%	15%	17%
Marquees/billboards	35%	65%	47%
Flyers	20%	46%	30%
Other	9%	4%	7%
I never hear anything	9%	0%	5%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

AST Livorno

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	70%
Better Opportunities for Single Soldiers	46%
Army Community Service	37%
MWR Programs and Services	70%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

AST Livorno

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	48%	100%	0%
Outreach programs	42%	80%	20%
Family Readiness Groups	71%	100%	0%
Relocation Readiness Program	69%	100%	0%
Family Advocacy Program	71%	91%	9%
Crisis intervention	42%	100%	0%
Money management classes, budgeting assistance	58%	100%	0%
Financial counseling, including tax assistance	63%	92%	8%
Consumer information	31%	100%	0%
Employment Readiness Program	46%	100%	0%
Foster child care	31%	100%	0%
Exceptional Family Member Program	44%	100%	0%
Army Family Team Building	35%	100%	0%
Army Family Action Plan	35%	100%	0%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

AST Livorno

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	33%
Personal job performance/readiness	36%
Unit cohesion and teamwork	35%
Unit readiness	42%
Relationship with my spouse	40%
Relationship with my children	43%
My family's adjustment to Army life	33%
Family preparedness for deployments	53%
Ability to manage my finances	31%
Feeling that I am part of the military community	46%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

AST Livorno

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	80%
Helps minimize lost duty/work time due to lack of child care/youth services	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	56%
Allows me to work outside my home	67%
Allows me to work at home	0%
Offers me an employment opportunity within the CYS program	0%
Allows me/my spouse to better concentrate on my/our job(s)	70%
Provides positive growth and development opportunities for my children	70%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

AST Livorno

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	42%
Personal job performance/readiness	42%
Unit cohesion and teamwork	43%
Unit readiness	36%
Ability to manage my finances	50%
Feeling that I am part of the military community	46%
Relationship with my children (single parents)	60%
My family's adjustment to Army life (single parents)	60%
Family preparedness for deployments (single parents)	50%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

AST Livorno

Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	72%
Reading	72%
Watching TV, videotapes, and DVDs	70%
Internet access (library)	69%
Entertaining guests at home	67%
Multi-media (videos, DVDs, CDs)	63%
Study/self development	54%
Automotive maintenance & repair	53%
Digital photography	52%
Going to beaches/lakes	52%

Top 5 for Active Duty

Internet access/applications (home)	73%
Internet access (library)	71%
Watching TV, videotapes, and DVDs	65%
Entertaining guests at home	63%
Reading	63%

Top 5 for Civilians

Reading	83%
Watching TV, videotapes, and DVDs	80%
Entertaining guests at home	74%
Internet access/applications (home)	71%
Internet access (library)	67%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

AST Livorno

Team Sports

Basketball	32%
Softball	30%
Volleyball	19%
Self-directed sports tournaments	15%
Touch/flag football	14%

Outdoor Recreation

Going to beaches/lakes	52%
Bicycle riding/mountain biking	26%
Snow skiing/snowboarding	23%
Camping/hiking/backpacking	20%
Picnicking	14%

Social

Entertaining guests at home	67%
Night clubs/lounges	39%
Happy hour/social hour	34%
Dancing	31%
Specially arranged shopping trips	26%

Sports and Fitness

Walking	40%
Cardiovascular equipment	37%
Weight/strength training	31%
Running/jogging	21%
Bowling	21%

Entertainment

Watching TV, videotapes, and DVDs	70%
Festivals/events	44%
Going to movie theaters	40%
Plays/shows/concerts	25%
Card/table games	23%

Special Interests

Internet access/applications (home)	72%
Automotive maintenance & repair	53%
Digital photography	52%
Automotive detailing/washing	47%
Trips/touring	46%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

AST Livorno

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	72%	N/A	72%
Internet access (library)	69%	N/A	69%
Multi-media (videos, DVDs, CDs)	63%	N/A	63%
Study/self development	54%	N/A	54%
Reference/research services	50%	N/A	50%
Automotive maintenance & repair	38%	8%	53%
Going to movie theaters	35%	4%	40%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

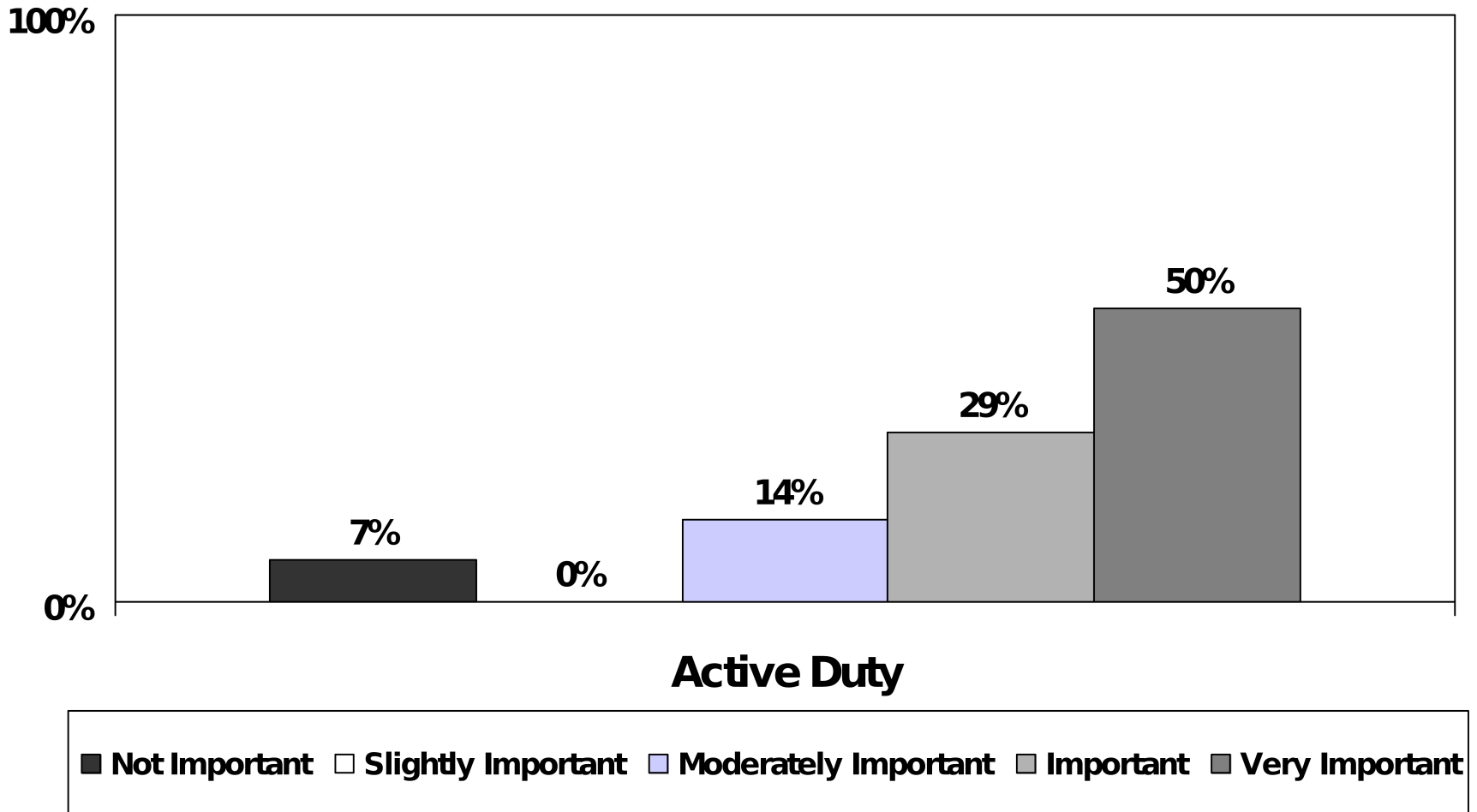
AST Livorno

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	23%	8%	42%	72%
Automotive maintenance & repair	38%	8%	8%	53%
Digital photography	5%	24%	23%	52%
Automotive detailing/washing	32%	6%	9%	47%
Trips/touring	13%	33%	0%	46%
Computer games	3%	4%	25%	32%
Gardening	0%	1%	26%	27%

*Top 7 special interest activity preferences ranked by overall participation.

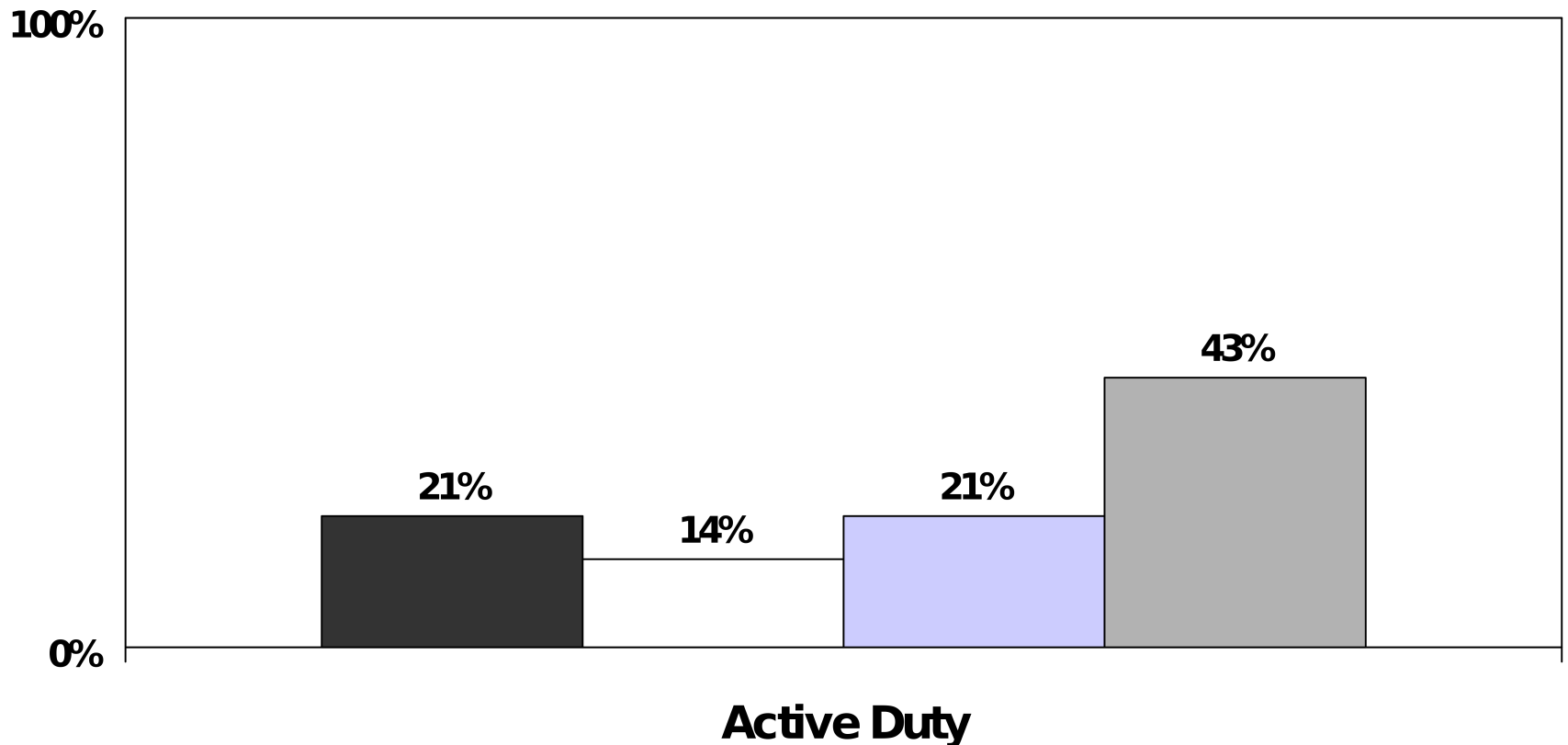
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

AST Livorno



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

AST Livorno



■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

CAREER INTENTIONS: ACTIVE DUTY

AST Livorno

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	16%
Probably will not make military a career	7%
Undecided	30%
Probably will make military a career	14%
Definitely will make military a career	34%

NEXT STEPS

AST Livorno

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)